# Centralites Stage Contests, **Earn Community Honors**



Assistant Manager Albert Lough-ner prepares for summer drink rush at 4979, Fort Wayne, Ind.





South Bend, Ind., Kreage 101—A breakfast party marked the re-tirement of Ethyl Glosson, mil-

Terre Haute, Ind., Kreage 117— Lawn chair sales rose rapidly with the temperature, wrote Reporter Joans Yotkewich. Lawn furniture was promoted by newspaper ads and over the P.A. system.

and over the P.A. system.

Lafayette, Ind., Kreege 206.—Downtown merchants of Lafayette gave
away a vacation trip to a lacky,
customer during a special promotion
May 8 through 8... At a special
creanony, Louise Allya, electric department and KEESGE NEWS reporter, was promoted with a plaque
for her department and a deak set
for going above her quote during
the G.E. Bulb Content.

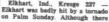
the G.K. Bulb Content.

Birmingham, Mich., Kreuge 227—

Von Portwood, infantswear department head, and Helen Guzisk, hosiery department head, were third place winners in the Buster Brown Contest, Group I, Central Region.

Both received \$75.

## L. R. Townsend Is Good Samaritan

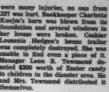


Elkhart, Ind., Kresge 237 — Elkhart was badly hit by a tornado on Palm Sunday. Although there

Skateboard



Mania Rolls



Doma.

Ann Arbor, Mich., Kreage 468 —
Manager Robert Maten and Wini
Brown, ready-to-wear department
head, each won a \$250 savings
bond for placing second in the
Blouse Contest.

Bouse Contest.

Fraser, Mich, Kreuge ST.—Chris Frikhaut, infanturear, reported that the recent Baby Week cales promotioned that the recent Baby Week cales promotioned friend, lingerie, received a abigment of nude lingerie and noid she ray pects lots of antheniasm among hoppers about it.

Jankowski wan promoted to stecknown manager.

Indianapolia, Ind., Kreuge 882—Indianapolia, Indianapolia, Indianapo

Club. During an East Lansing courtesy program held in connection with Michigan Week, the Rotary Club presented two citizens each week with Cour Emily Nelson teey Citations. "She is always so courteous, smiling and willing to help one," wrote the woman who nominated Emily for the honor. The woman added: "She understand's one's needs." Tike to work the customer sin every way I can," Emily explained. She said: "One customer if waited on couldn's speak. English so I drew what I thought she wanted. Then she finished the drawing and I see ship to helping people find what they need and I always try to offer suggestions."



keads set up special displays for the annual pre-900 race Midnight Madness Sale, held May 28.

C. W. Rerme Is

Head of Marchents

Richmend, Ind., Kreage 597Manager Charles W. Renne was elected president of the Gateway Merchants Association on April 12 or May 17 to May 22 marked the first percentage of the Gateway Merchants Association on April 12 or May 17 to May 22 marked the first percentage of the Gateway Merchants Association on April 12 or May 17 to May 22 marked the first percentage of the Gateway Merchants Association on April 12 or May 17 to May 22 marked the first percentage of the May 18 to May 22 marked the first percentage of May 18

### 'A Wholesome, Physical Drink'

Detroit, Mich., Kreage 1— Because Kreage's serves some of the best cups of coffee in town, a British friend sent Bookkeeper Freda Pollock a newspaper set that advertised the best cup of coffee in London, England. The ad read: "The following advertisement was published in London, England, May 19, 1657: "In Bartholomer Lane, on the backside of the old exchange, the drink called COFFEE, which is a very wholesome and physical drink, having many excellent virtues. It closes the orlice of the stomach, fortifies the heart lightsome, it is good against sore eyes, coughs or cold, rheum, consumption, headache, droppy, gout, scurry, king's evil and many others. It is sold this morning and at 3 of the clock after noon. We don't make those claims anymore—all we can do is give you a good cup of coffee. In fact, the best cup of coffee in town. Only ... 104."



dy Kracko reigns as Skate rd Queen during a downtown at promoting aldowalk surfing Sandy, of 428, in Saginaw, h., said: "I never knew royalty d have so many bruises."